

M.M. Secor Trunk Company, Industrial Building
(Northwestern Trunk and Traveling Bag Manufacturing
Company, Industrial Building)
415 Lake Avenue
Racine
Racine Avenue
Wisconsin

HABS No. WI-304-B

HABS
WIS,
51-RACI,
6-B-

PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

Historic American Buildings Survey
National Park Service
Rocky Mountain Regional Office
Department of the Interior
PO Box 25287
Denver, Colorado 80225

HISTORIC AMERICAN BUILDINGS SURVEY

HABS
WIS,
51-RACI,
6-B-

M.M. SECOR TRUNK COMPANY, INDUSTRIAL BUILDING
(Northwestern Trunk and Traveling Bag Manufacturing Company, Industrial Building)

HABS No. WI-304-B

Location: 415 Lake Avenue, City of Racine, Racine County, Wisconsin

Present Owners: City of Racine

Present Occupant: Vacant

Present Use: Vacant

Statement of
Significance:

By the most conservative account, the M. M. Secor Trunk Company was one of the largest trunk and traveling bag manufacturers in Southeastern Wisconsin. It was possibly one of the largest in the country. This building is one of the factory buildings which are remnants of a large industry which once thrived on the lake shore in Racine.

Secor, himself, was important as a major industrialist, a two term mayor, and a source of local amusement. Secor played a significant role in the immigration movement as an employer of his countrymen. He influenced labor history in Racine in pioneering high wages, unionization, and paid vacations.

HISTORICAL INFORMATION

Date of Erection: c. 1888-89

Architect: Unknown

Historical Narrative

The industrial building of the M. M. Secor Trunk Factory at 415 Lake Avenue was probably built between 1888-89, (assessed valuation increases). It is not on the 1887 Sanborn, but is on the 1894 Sanborn Map. In this building, planing, woodworking, sawing, trunk lining and packing took place. A building similar to this is in the 1884 lithograph which is confusing and has not been explained. However, the building presently on the site was clearly part of the Secor Complex.

After the Secor Trunk Company went out of business in 1918, the building was acquired by the Arcade Building Corporation and later by Joseph Seft. The George W. Morris Company acquired the Building in 1967 and owned the property until 1981 when it was acquired by the City. The building has been used as incubator manufacturing and business space since shortly after Secor ended operations.

For more detailed information pertaining to M. M. Secor and his Trunk Factory, see HABS No. WI-304-A.

ARCHITECTURAL INFORMATION

1. Architectural Merit and Interest: None.
2. Condition of Fabric: Poor (to be demolished)
3. Summary Description: Industrial Building of Secor Trunk Factory. This four story brick veneer building (now painted) has a gable roof, unlike the other remaining buildings in the Secor complex. It measures 40 feet along Lake Avenue and has a depth of 80 feet. The building has been altered at street level, has acquired a pent roof between first and second stories, and has had the roof line altered so the angle is steeper. It retains the detailing above the windows and remnants of its bracketed eave line.

DETAILED DESCRIPTION OF EXTERIOR

1. Foundation: Rubble and brick
2. Wall Construction: Brick
3. Structural Systems: Wooden post and beam and wooden floors and roof.
4. Porches, Stoops, Etc.: Not applicable.
5. Openings, Doorways, and Windows: See summary description.
6. Roof - Shape and Covering: Gable wooden roof with rolled asphalt roof covering.

DETAILED DESCRIPTION OF INTERIOR

The interior is a simple industrial open building with no significant detail.

SITE AND SURROUNDINGS

The building is located on the east corner of Lake Avenue with no setback and is between other buildings. The ground elevation of Lake Avenue is about 13 feet higher than the east elevation which is adjacent to the City's Festival Park now under construction.

SOURCES OF PROJECT INFORMATION

This summary has been prepared by the City of Racine's Department of City Development staff using the "National Register of Historic Places Inventory Nomination Form".

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Records

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" " " Jan. 7, 1911

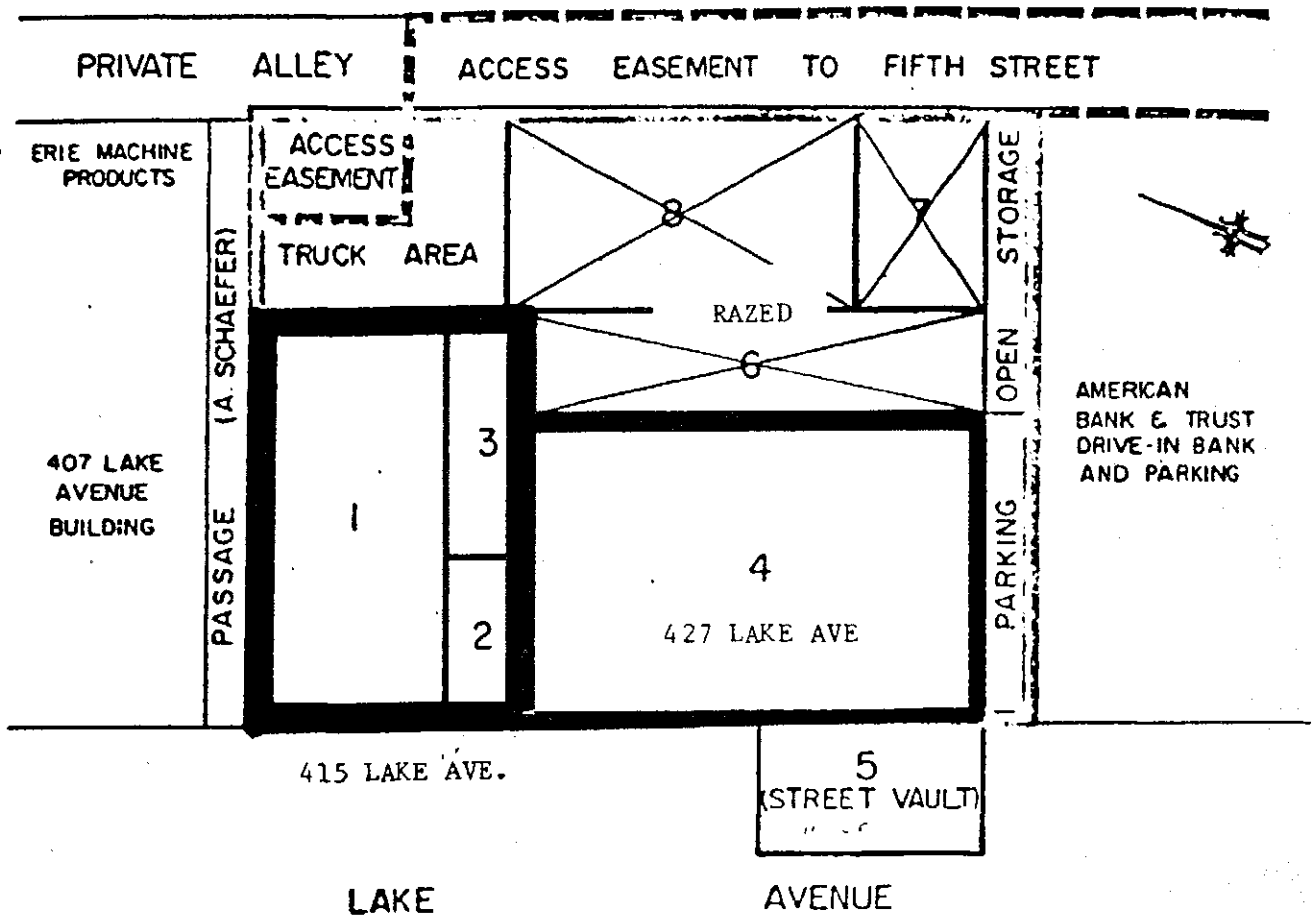
" " " Jan. 9, 1911

Racine Journal Times Jan. 7, 1911

" " " Jan. 9, 1911

Transmitted to the Library of Congress in January, 1988 by Holly K. Chamberlain,
HABS historian.

DON HUTSON CHEVROLET-CADILLAC AGENCY



Land Size:

155 Front Feet
Dimensions 120' Depth
Square Foot 18,600

Building Size:

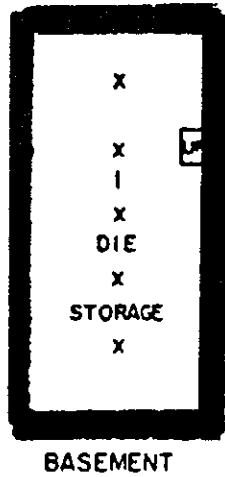
Square Foot 46,229
Cubic Foot 566,608

Scale 1" = 10'

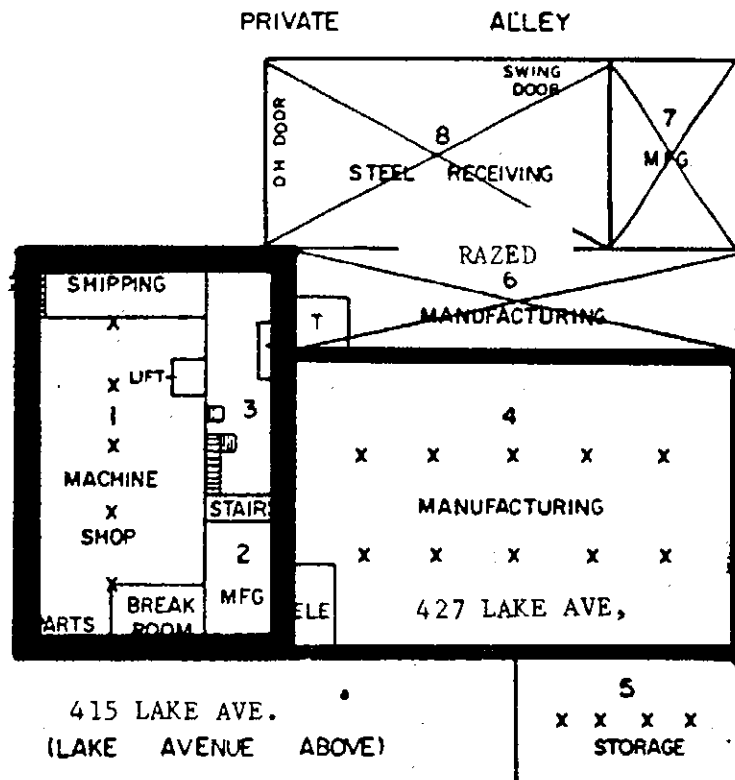
PROPERTY PLAT

Project: Lakeshore Development
The American Appraisal Company

Parcel No. 13-1



BASEMENT



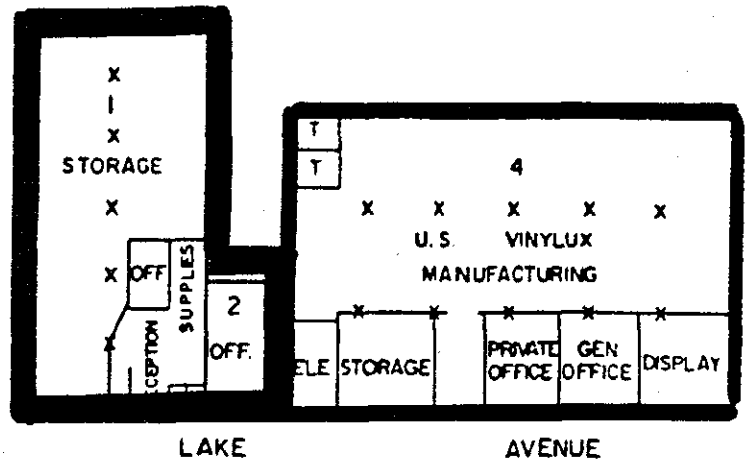
FIRST FLOOR

Front
Floor Plans

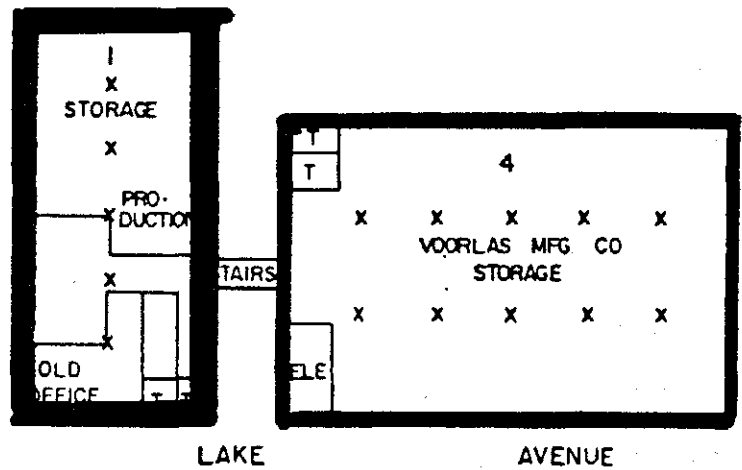
Project: Lakeshore Development
The American Appraisal Company

Parcel No. B-3

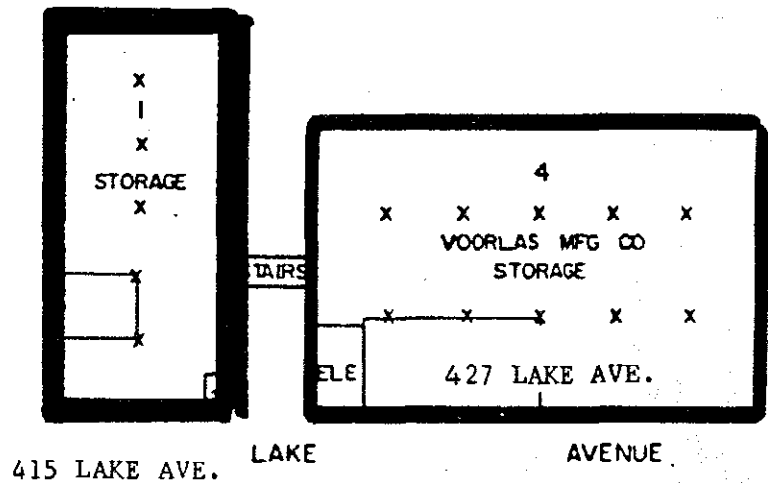
SECOND
FLOOR



THIRD
FLOOR



FOURTH
FLOOR



Front
Floor Plans

Project: Lakeshore Development
The American Appraisal Company

Parcel No. B-3